



Station Order Revised

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, September 17, 2012 to Sunday, September 23, 2012

Estimate ID

11953

Contact: Craig Lewis

Email: clewis@ksl.com

Phone: 801-575-5555

Fax: 801-575-5831

Direct: 801-575-5862

KSL -TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 17	Sep 18	Sep 19	Sep 20	Sep 21	Sep 22	Sep 23	
KSL 6a News	EM	M-F	\$400.00	1	1	1	1	1			5
6:00 AM 7:00 AM		30	\$2,000.00								
Sold out at LUR per KSL. Move to L1 to clear.											
Today Show	EM	M-F	\$525.00			1		1			2
8:00 AM 9:00 AM		30	\$1,050.00								
Sold out at LUR per KSL. Move to L1 to clear.											
Sunday Today	EM	Su	\$50.00							1	1
7:00 AM 8:00 AM		30	\$50.00								
Today II	DT	M-F	\$100.00	1			1				2
9:00 AM 10:00 AM		30	\$200.00								
Rachael Ray	DT	M-F	\$60.00					1			1
10:00 AM 11:00 AM		30	\$60.00								
Studio 5	DT	M-F	\$85.00		1						1
11:00 AM 12:00 PM		30	\$85.00								
KSL Noon News	DT	M-F	\$85.00	1		1	1				3
12:00 PM 1:00 PM		30	\$255.00								
Katie Couric	EF	M-F	\$90.00	1	1	1		1			4
4:00 PM 5:00 PM		30	\$360.00								
KSL 6:30p News	EN		\$575.00	1	1	1	1				4
6:30 PM 7:00 PM		30	\$2,300.00								
Sold out at LUR per KSL. Move to L1 to clear.											
KSL 5p News	EN	M-F	\$625.00	1	1	1	1	1			5
5:00 PM 5:30 PM		30	\$3,125.00								
Sold out at LUR per KSL. Move to L1 to clear.											
KSL 6p News	EN	M-F	\$675.00	1	1	1	2	2			7
6:00 PM 6:30 PM		30	\$4,725.00								
Sold out at LUR per KSL. Move to L1 to clear.											
The Voice	PT	Tu	\$1,400.00		1						1
7:00 PM 8:00 PM		30	\$1,400.00								

Suzanne Collins

Media Strategies and Research

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Date/Time Sent: 9/12/2012 3:17:22 PM

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Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Sep 17	Sep 18	Sep 19	Sep 20	Sep 21	Sep 22	Sep 23	
KSL 10p News	LN	M-F		\$1,750.00	1	1	1	1	1			5
10:00 PM 10:35 PM		30		\$8,750.00								
Sold out at LUR per KSL. Move to L2 to clear.												
Saturday 10p News	LN	Sa		\$550.00						1		1
10:00 PM 10:35 PM		30		\$550.00								
Sunday 10p News	LN	Su		\$650.00							1	1
10:00 PM 10:35 PM		30		\$650.00								
Station Gross Totals				\$25,560.00	8	8	8	8	8	1	2	43

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